

JULY 2024

Perceptions Hub

Health perceptions research findings: US

Health Perceptions Research

Project objectives

This research project is designed to answer the following questions:

1. What are the most salient topics in donor countries and Global South countries? What issues do people care about? And what's the current mood?
2. How does health feature in the current issue landscape? How are specific health issues perceived?
3. How are current efforts to address health issues globally perceived?
4. How can we best make the case for investing to tackle health issues globally? What messages are most effective?

About this research:

- The project is funded by the Bill & Melinda Gates Foundation.
- It is intended as a public good for use by the broader global health and development community to support improved messaging and campaigning.
- A comprehensive methodology was used (see next slide), covering both donor and Global South countries.
- This is an iterative process: this is the first round of multiple rounds of research. The focus of the work will evolve over future waves of research.

Research Inputs

This report combines opinion research with news media and social media analysis

News media analysis

- News dates: Nov 1, 2023 – Jan 31, 2024
- Global health complex keyword query
- Donor countries: UK, US, France, Germany
- Global South: Kenya, Nigeria, India, Senegal

Social media analysis

- Analysis period: Dec 1, 2023 – Feb 1, 2024
- Global health complex keyword query
- Geography: Global
- Language: English
- Target country analysis: US, UK, Nigeria, Kenya

Opinion research: Focus groups

- Fieldwork: w/c March 4, 2024
- 16 focus groups with 'opinion leaders' (highly engaged segment of the public)
- Markets: UK, US, France, Germany, Japan, Kenya, Nigeria, Senegal

Opinion research: Survey

- Fieldwork: April 23 – May 13, 2024
- Online general public
- Markets: UK, US, France, Germany, Japan, Kenya, Nigeria, Senegal

This report focuses on findings specific to the US.

Methodology: Opinion Research

	Phase 1: Qualitative research	Phase 2: Quantitative research
Audience	<p>Opinion Leaders Highly engaged members of the public who are:</p> <ul style="list-style-type: none"> ▪ University educated ▪ Civically active ▪ Media attentive ▪ Personally/professionally follow news about global issues ▪ Voted in their country's most recent national election 	<p>General Public Members of the public who have internet access, aged 18+.</p> <p>Data was weighted by their respective country's census data to ensure a representative sample of the population.</p>
Method	2 online focus groups per market with 6-8 participants in each session (16 focus groups total)	1 online survey of per market (8,123 respondents total)
Markets	<ul style="list-style-type: none"> ▪ UK: London ▪ US: Washington, DC ▪ France: Paris ▪ Germany: Munich/Berlin ▪ Japan: Tokyo ▪ Kenya: Nairobi ▪ Nigeria: Lagos ▪ Senegal: Dakar 	<ul style="list-style-type: none"> ▪ UK: 1,016 ▪ US: 1,029 ▪ France: 1,031 ▪ Germany: 1,022 ▪ Japan: 1,027 ▪ Kenya: 1,020 ▪ Nigeria: 1,014 ▪ Senegal: 964
Dates	Week of March 4, 2024	April 23 – May 13, 2024

Key Findings (All Markets)

1	<p>The crisis of the moment is a shared global negativity and pessimism.</p> <ul style="list-style-type: none">▪ There is a general mood of anxiety and a lack of confidence that things will get better. Global issues of concern include war and security, as well as economic and employment issues.
2	<p>In this context of negativity, pessimism, and hopelessness, there are signs health is a source of greater hope.</p> <ul style="list-style-type: none">▪ Opinion research shows greater positivity/optimism about progress on health (vs. general global progress), with Global South countries most optimistic.▪ However, news media tends to focus on health risks, particularly compounded risks to health (e.g. from conflict). On social, digital activity linked to Global Health was predominantly constructive in Nigeria and Kenya; in English-speaking donor countries it was mainly negative.
3	<p>The connection between climate and health is starting to resonate, though climate change messaging is not yet cutting through.</p> <ul style="list-style-type: none">▪ Climate issues are a growing sub-topic in global health news media coverage, and focus groups suggested the link between climate change and (some aspects of) health is starting to resonate. However, this link is not as prominent in social media content.
4	<p>There is a disconnect between the news media coverage and social media conversation about global health, and people's concerns – specifically on Covid-19.</p> <ul style="list-style-type: none">▪ A significant proportion of news media coverage, and social media conversation relates to Covid-19. However, the focus groups and survey suggest this does not reflect people's concerns – which are more focused on other health issues.
5	<p>There is evidence showing the value of using voices from Global South countries in donor country communications.</p> <ul style="list-style-type: none">▪ Testing shows no preference for donor voices in donor countries + combined with higher levels of optimism in Global South countries.
6	<p>The strongest messaging for funding to tackle health issues globally meets people where they are: tapping into issues they care about right now, like the economy and jobs. Global Health Security messaging also still resonates.</p> <ul style="list-style-type: none">▪ The strongest messaging includes "economic self-sufficiency" messaging at a micro/human level.▪ Global Health Security is a strong messaging frame, connecting both to desires for safety, security, and protection and desire for "mutual benefit" or "win-win" arguments when it comes to spending overseas development aid.

Detailed Findings: US



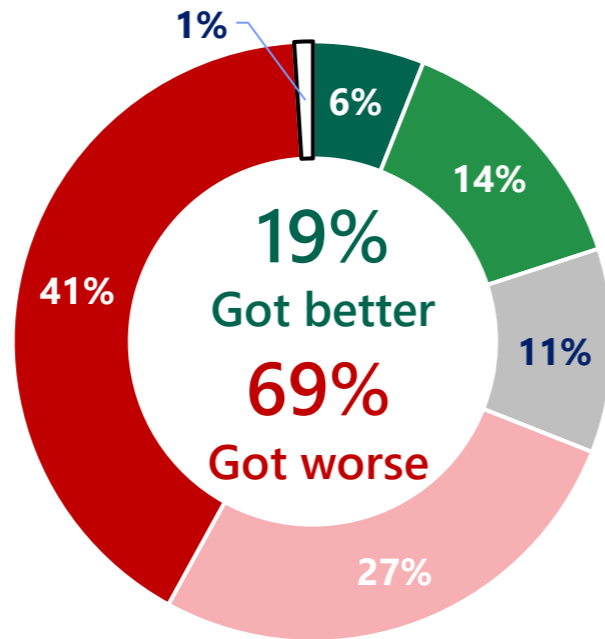
Global Progress: Last 20 Years

Americans have an increasingly negative view of the past 20 years. Currently, more than two-thirds feel the world has got worse, with 2 in 5 saying *much* worse.

Over the **last 20 years**, has the world got better, worse, or stayed about the same?

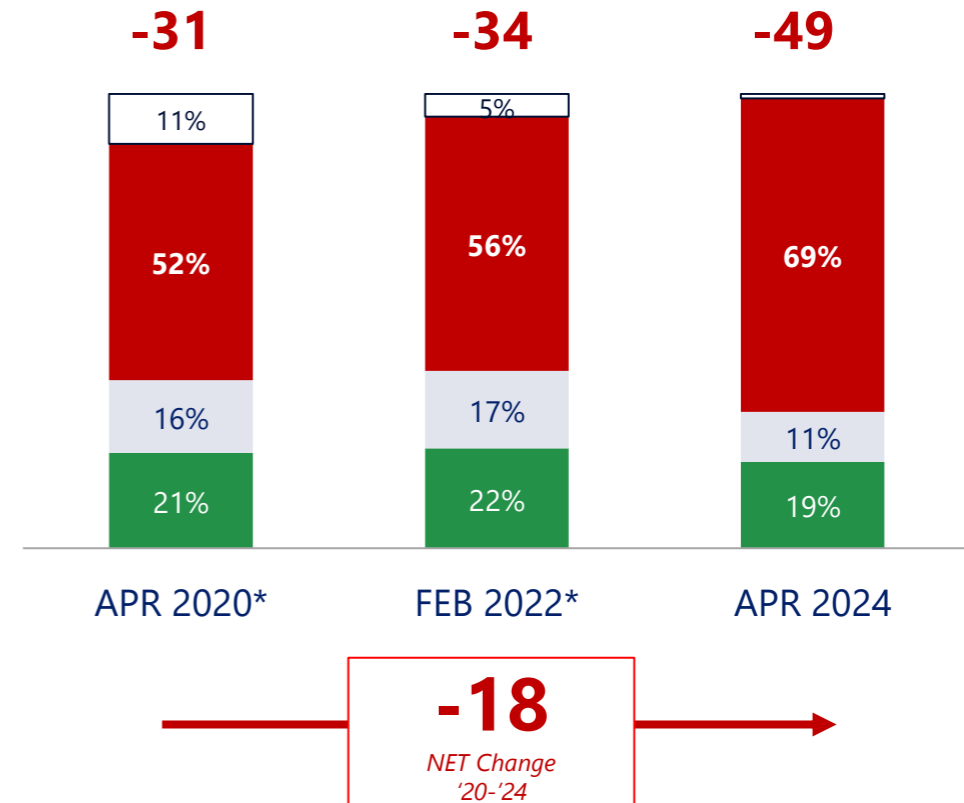
2024 Data

- Got much better
- Got slightly better
- Stayed the same
- Got slightly worse
- Got much worse
- Don't know



Tracking Data

NET (better - worse)



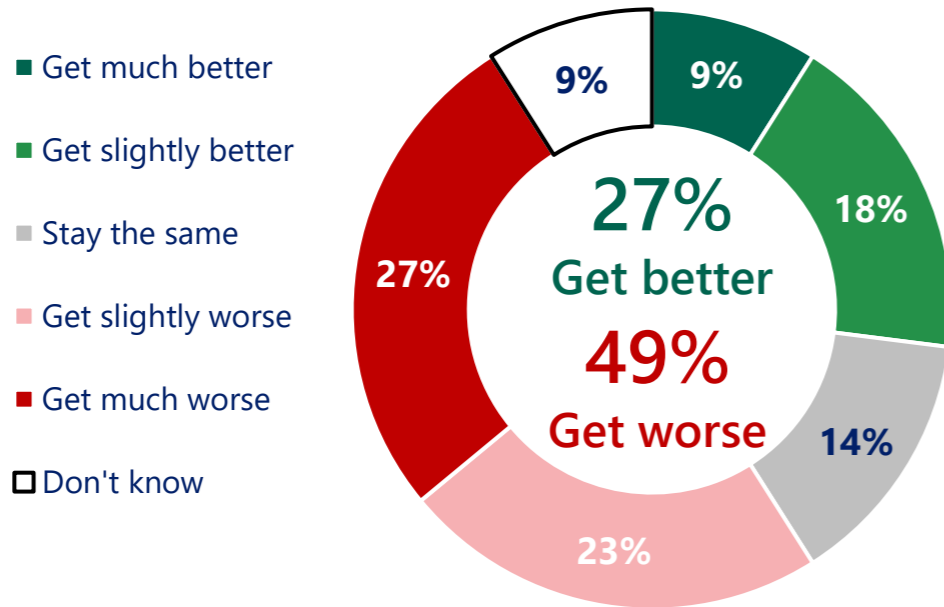


Global Progress: Next 20 Years

There is rising pessimism regarding how things will change in next 20 years. Currently, half of Americans feel the world will get worse.

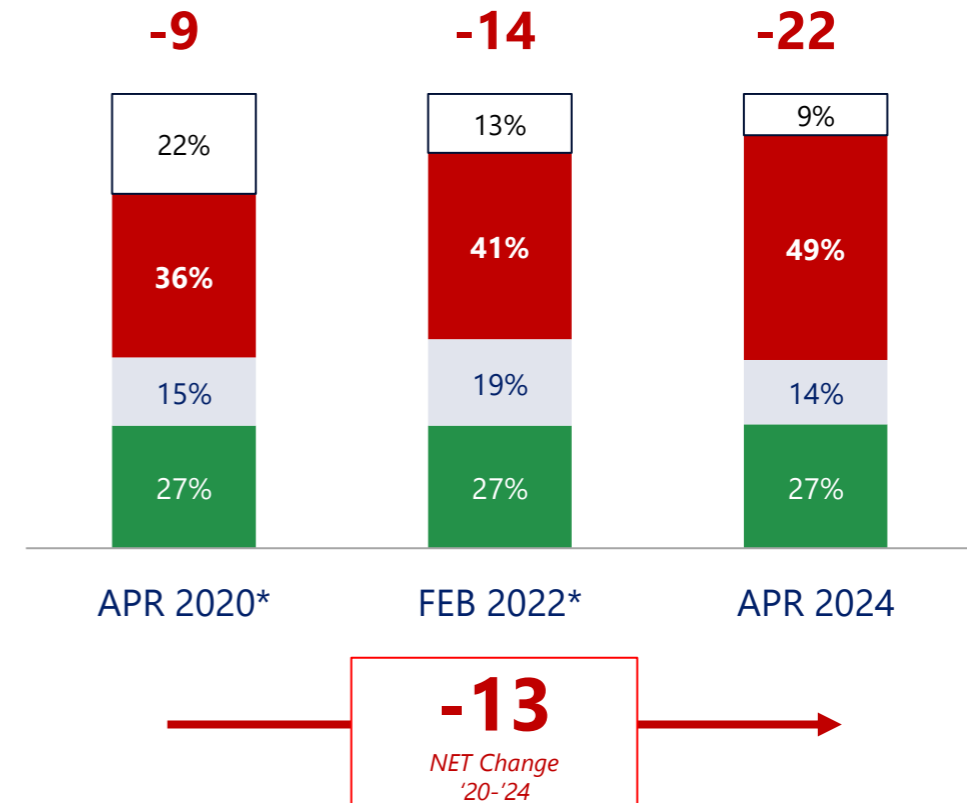
*Over the **next 20 years**, will the world get better, worse, or stay about the same?*

2024 Data



Tracking Data

NET (better - worse)



Q. All things considered, over the next 20 years do you think the world will get better or worse or stay about the same? US (2024, N=1,029); Base size differs across waves; *slightly different question scale used



Key Concerns for Americans

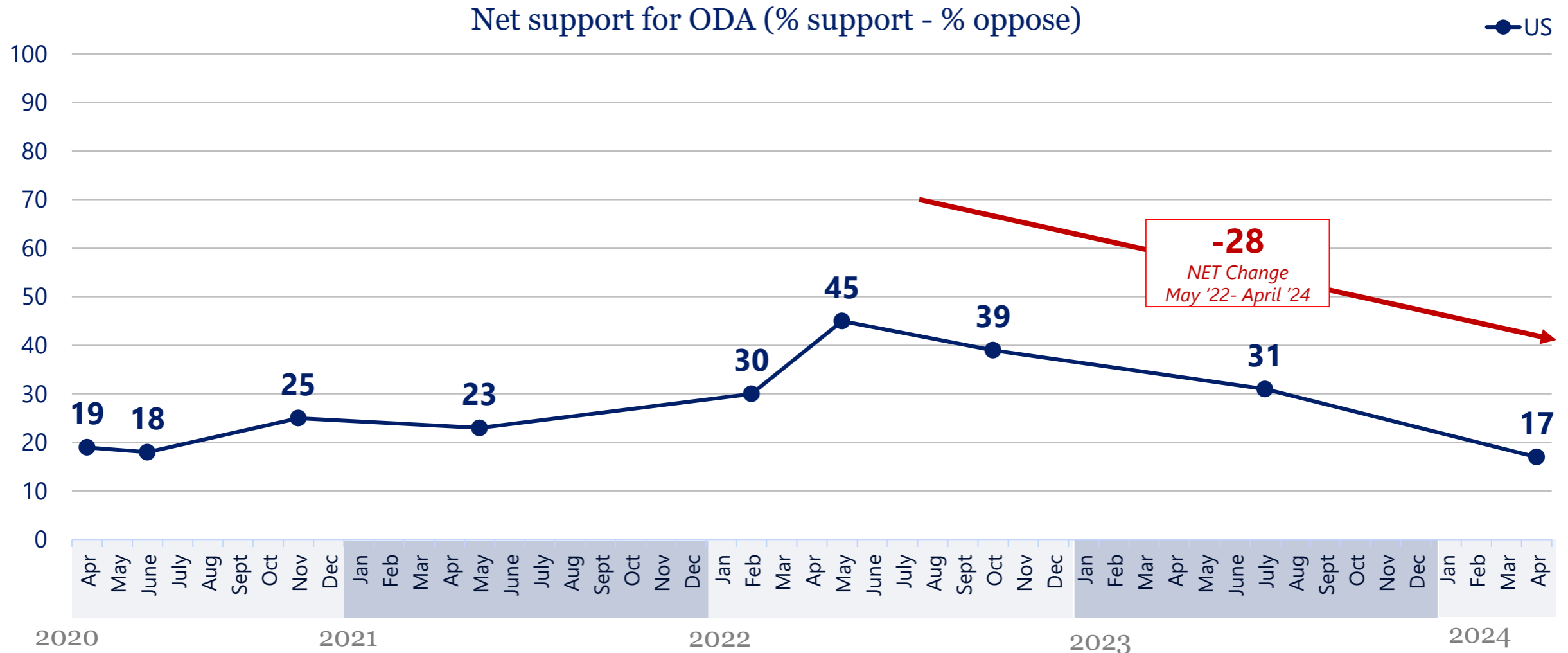
There are multiple, compounding factors driving Americans' negative view of the past and pessimism regarding the future – at both a national and global level. Inflation is at the forefront of those concerns.

National	Economic	Inflation	General economic development		
	Infrastructure & institutions	Education	Housing prices		
	Other	US election	School shootings	Immigration	Technology (AI)
Global		War / conflict (Russia/Ukraine, Middle East)	Threats to democracy / Autocratic countries	US's standing as a global power	Climate change



Support for ODA: April 2020 – April 2024

The growing negativity and pessimism correlates with a declining support for ODA. Support is now at the same level as at the start of the Covid-19 pandemic.

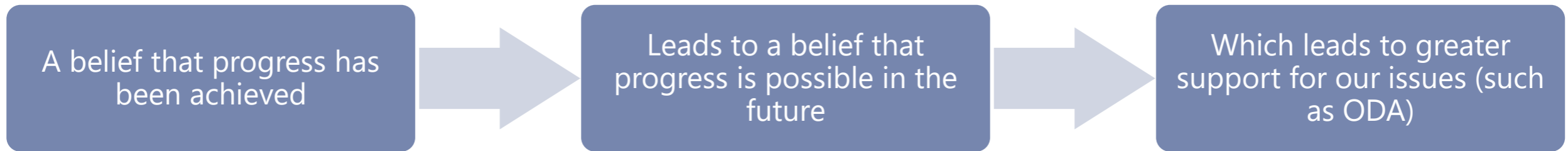




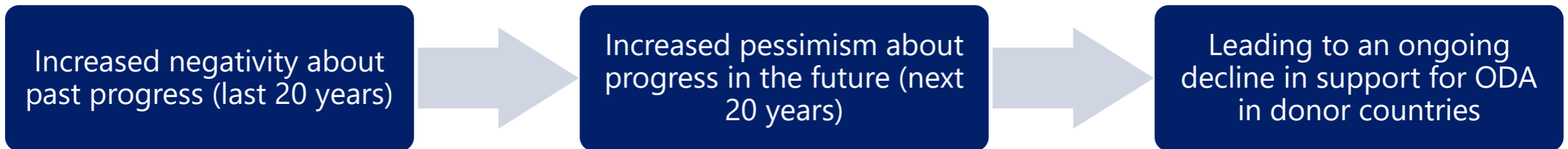
The Relationship Between ODA Support and Views of Progress

Decline in ODA support correlates with the mood of greater negativity and pessimism.

Past research (Brunswick & Gates Foundation) has consistently shown that belief in past progress fosters future optimism which enhances support:



This research highlights the negative aspect of this correlation between mood and support for ODA:

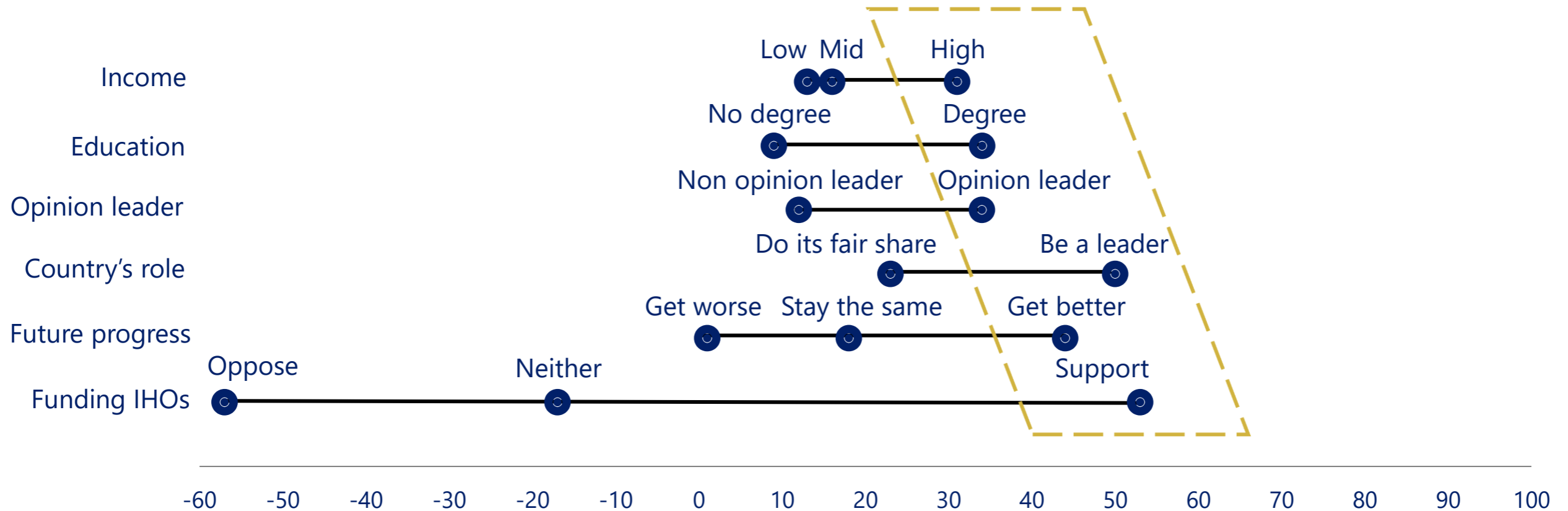




ODA: Net Support Among Subgroups

ODA support is highest among those who are higher educated, opinion leaders, optimists on global progress, and those who think the US should be a leader in tackling global health issues.

Net support for funding ODA





Top of Mind Associations with Global Health

Global health needs are often seen first through the lens of how they impact the US. At a broader level, there is cynicism regarding global health progress.

Global health is mostly viewed through the lens of domestic concerns

- Respondents cited areas like **health care equity and quality, mental health, and nutrition** as areas that come to mind when thinking of global health.
- When asked who is most affected by these issues, their answers reflect this domestic lens: **low-income backgrounds, women, minorities, people in rural or tribal (Native American) communities.**

Some do take a more global view and tie health to larger global issues

- Some associations include areas like **clean water, vaccinations, and global climate change's impact on migration.**
- **Developing nations and "many African countries"** are cited as those who are most affected by these challenges.

Overall, US opinion leaders feel like the progress of health issues at the global level is **static or cyclical**. While technology has helped in some areas, and some can cite specific examples of progress on issues like AIDS, **many feel that progress has "plateaued."**



Fair Share vs. Being a Leader

Further, Americans lean more towards wanting the US to do its fair share on tackling health issues in developing countries, rather than being a leader.

Some awareness of the US’s efforts in addressing global health issues – but generally only surface-level

- Focus group respondents cited some areas in which they knew the US had provided aid (i.e., funding for health NGOs) but knowledge was limited beyond this.
- Views of the US government’s role in addressing global issues were significantly colored by domestic concerns – with many arguing the government should prioritize domestic health.

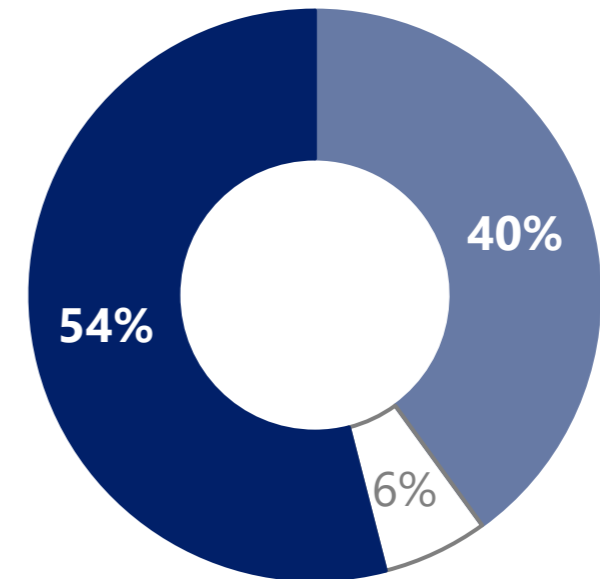


We hear so much about the US’s efforts in war and how they’re contributing or not contributing to global politics but never so much about how they’re contributing to global health. So, I think that we need to hear more about it.

– US, opinion leader

Which of the following statements do you agree with more?

My country should do its **fair share** to help tackle health issues in developing countries



My country should **be a leader** in tackling health issues in developing countries

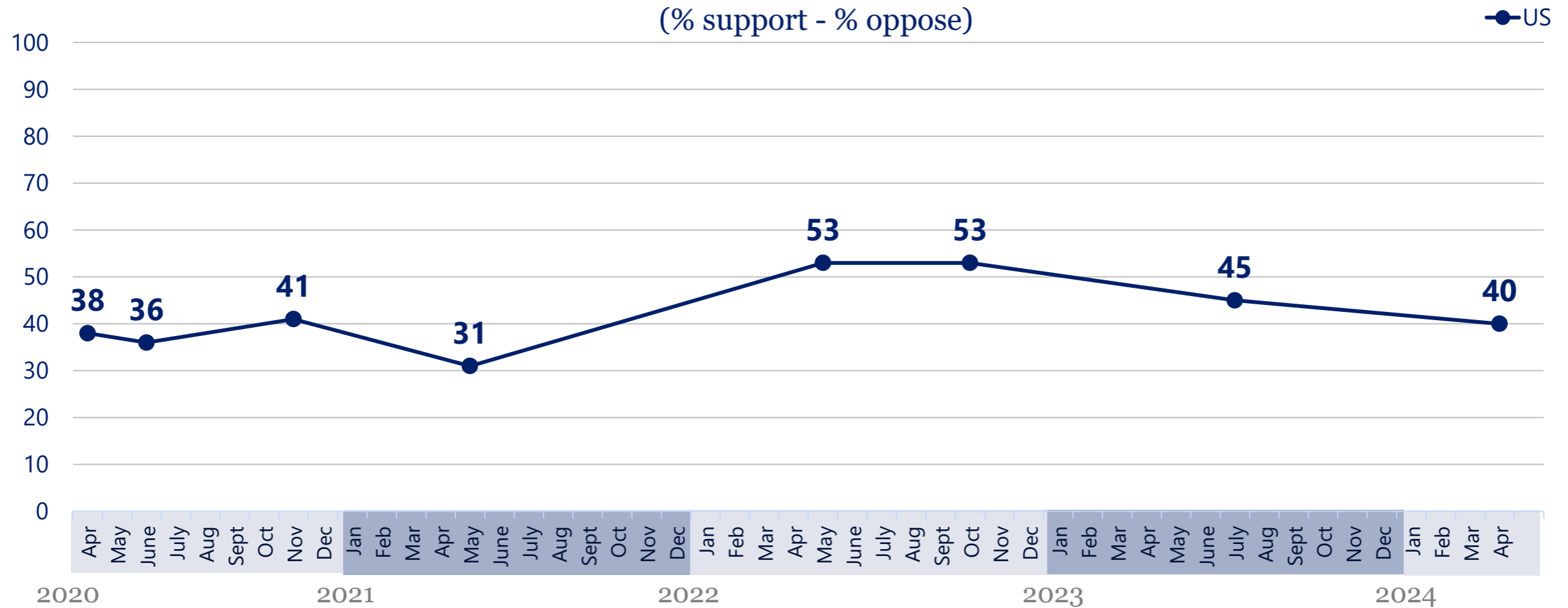
Don't know



Support for funding IHOs: April 2020 – April 2024

Support for funding IHOs is higher than support for ODA more broadly and does not show the same level of fluctuation as is seen in ODA support.

Net support for funding international health organizations
(% support - % oppose)

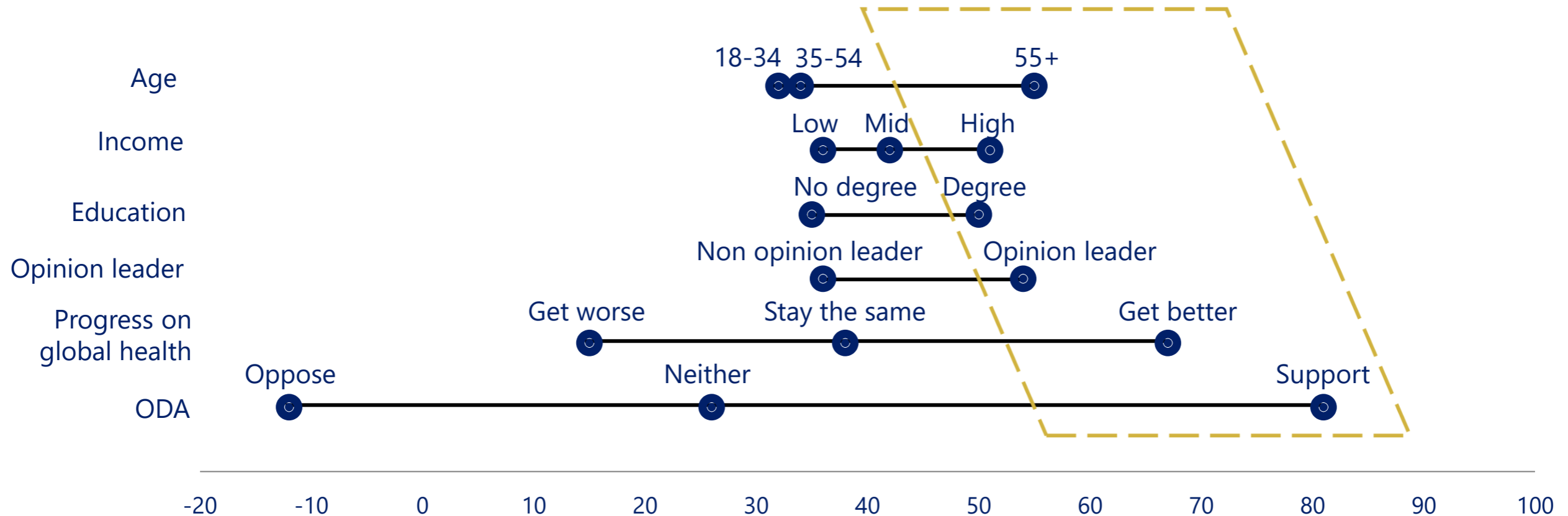




Funding IHOs: Net Support Among Subgroups

Attributes of those who support funding IHOs are broadly aligned with ODA supporters: higher income, more educated, opinion leaders, optimists on global progress.

Net support for funding international health organizations
(% support - % oppose)





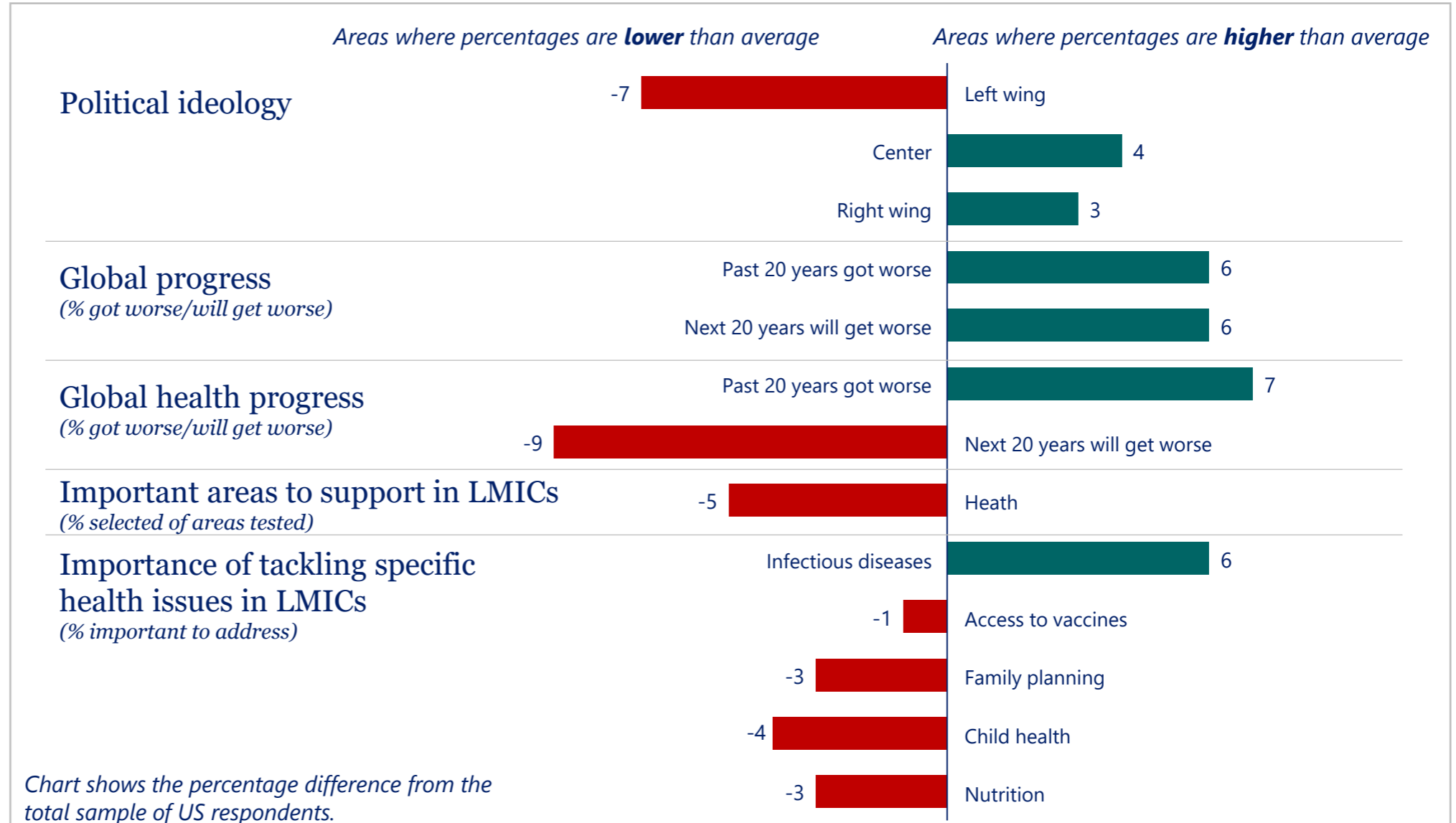
Who are those who support funding IHOs but not ODA?

They are **more likely to be centrist or right wing** – and less likely to be on the left.

They are **more negative/pessimistic about global progress**.

But they are less pessimistic toward **future global health progress**.

And they are **less likely to say health is an important area to support** but **place higher importance on infectious diseases**.





Message Testing Summary Results

Economic self-sufficiency (micro), global health security, and health equity are the most convincing messages for Americans, closely followed by 'health as a basic need', and emotion (anger).



	UK	US	France	Germany	Japan	Kenya	Nigeria	Senegal
Economic self-sufficiency (Micro)	59%	63%	49%	59%	37%	88%	87%	78%
Global health security	57%	60%	47%	50%	36%	87%	83%	73%
Health equity	50%	60%	48%	58%	35%	83%	84%	77%
*Health as a basic need	51%	59%	47%	54%	32%	86%	84%	75%
*Emotion (Anger)	54%	59%	52%	54%	35%	79%	79%	72%
*Solidarity / collaboration	47%	54%	49%	50%	29%	85%	82%	72%
Health as a unifier	39%	52%	49%	44%	34%	83%	84%	75%
Economic self-sufficiency (Macro)	47%	49%	41%	49%	31%	79%	79%	64%
*Climate change	47%	52%	43%	49%	36%	73%	72%	62%
*Emotion (Anxiety)	41%	52%	43%	41%	29%	79%	78%	64%
*Moral (More radical)	37%	47%	40%	38%	26%	79%	78%	66%
*Health as a sure thing	40%	52%	41%	43%	28%	73%	72%	63%
Stability / migration	43%	51%	39%	42%	29%	64%	70%	52%
Partnership / progressive	37%	40%	42%	39%	30%	42%	43%	63%

Quartiles*

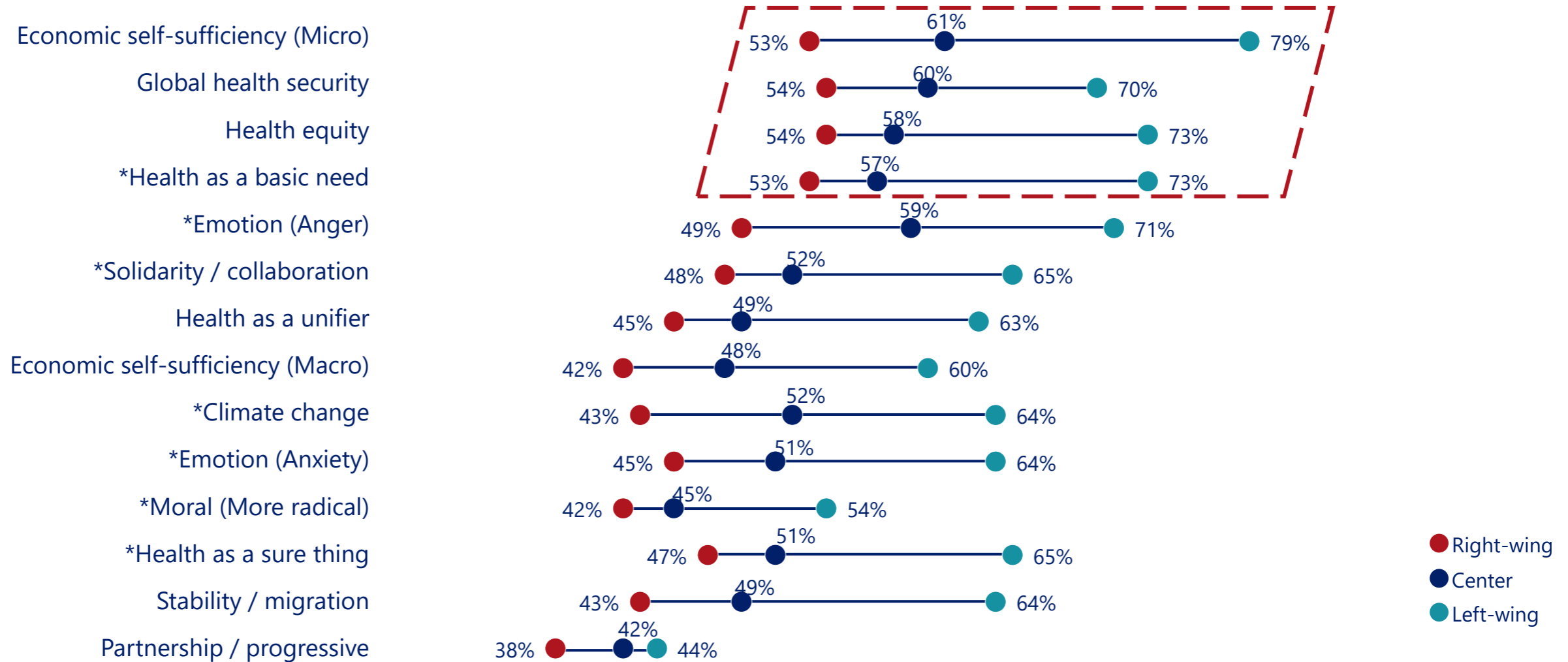
- 4th
- 3rd
- 2nd
- 1st

Q. How convincing, or not, do you find this statement in favor of investing in tackling health issues globally? [showing very convincing (8-10)] Donor (N=5125); UK (N=1016); US (N=1029); France (N=1031); Germany (N=1022); Japan (N=1027); Global South (N=2998); Kenya (N=1020); Nigeria (N=1014); Senegal (N=964)

*Quartiles are scaled within each country; Japan scores are lower due to a tendency for Japanese respondents to answer survey questions in the middle of a scale when giving a positive score.

Message Testing: Political Ideology

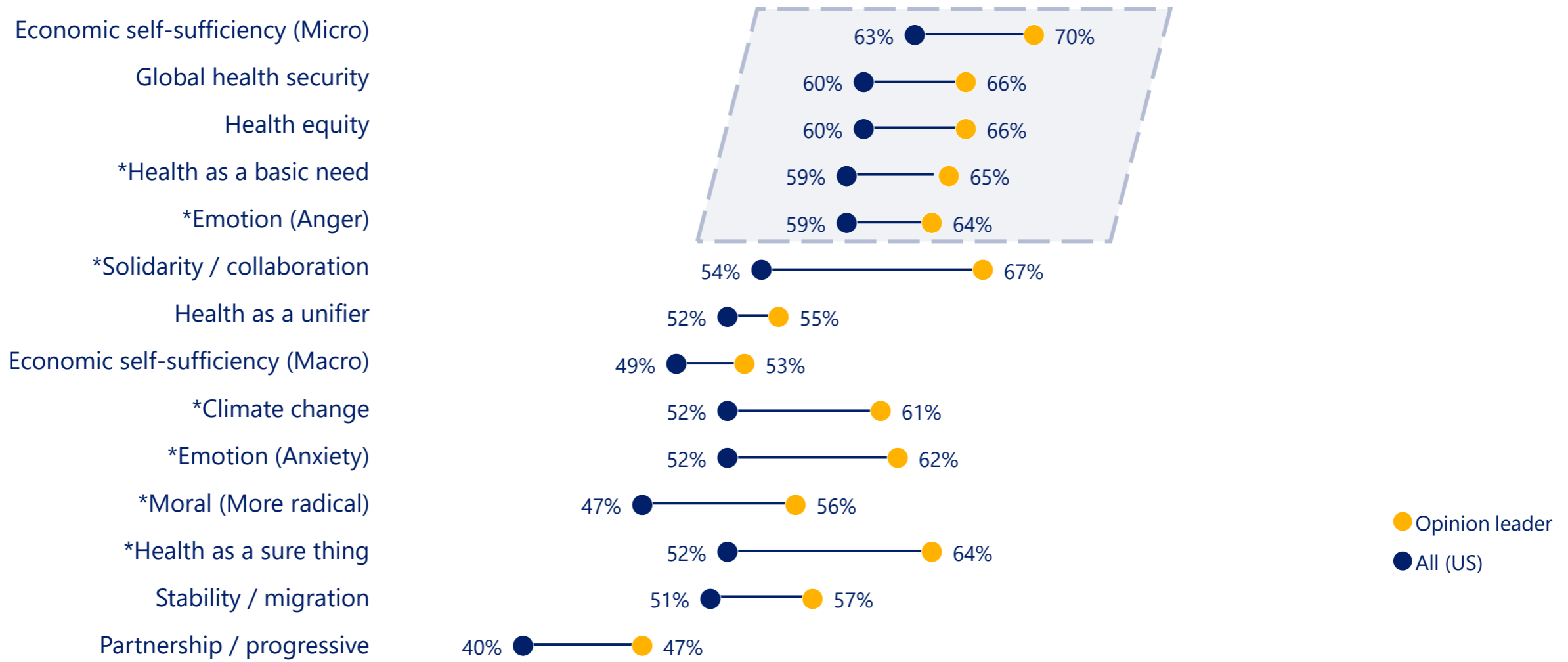
Americans on both sides of the aisle are more likely to find the economic self-sufficiency (micro), global health security, health equity, and health as a basic need messages convincing.



Q. How convincing, or not, do you find this statement in favor of investing in tackling health issues globally? [showing very convincing (8-10)] Each respondent saw seven messages – c. N=140 of those on the left, c. N=200 of those in the center and c. N=160 of those on the right saw each message *Asterisk indicates a message that is new and had not been tested before

Message Testing: Opinion Leaders

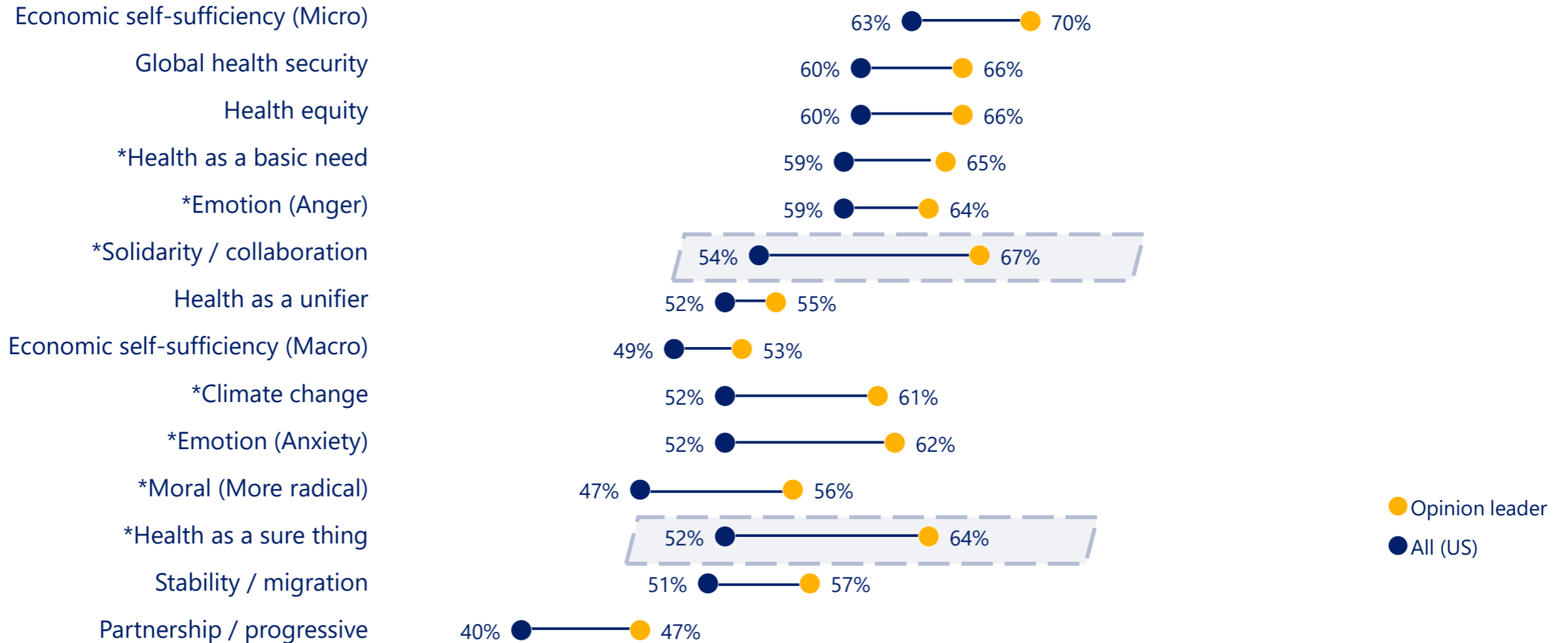
The economic self-sufficiency (micro) message resonates particularly well with opinion leaders.



Q. How convincing, or not, do you find this statement in favor of investing in tackling health issues globally? [showing very convincing (8-10)]. Each respondent saw seven messages – c. N=130 opinion leaders and N=520 all (US) saw each message *Asterisk indicates a message that is new and had not been tested before

Message Testing: Opinion Leaders

Solidarity/collaboration and 'health as a sure thing' also resonate.

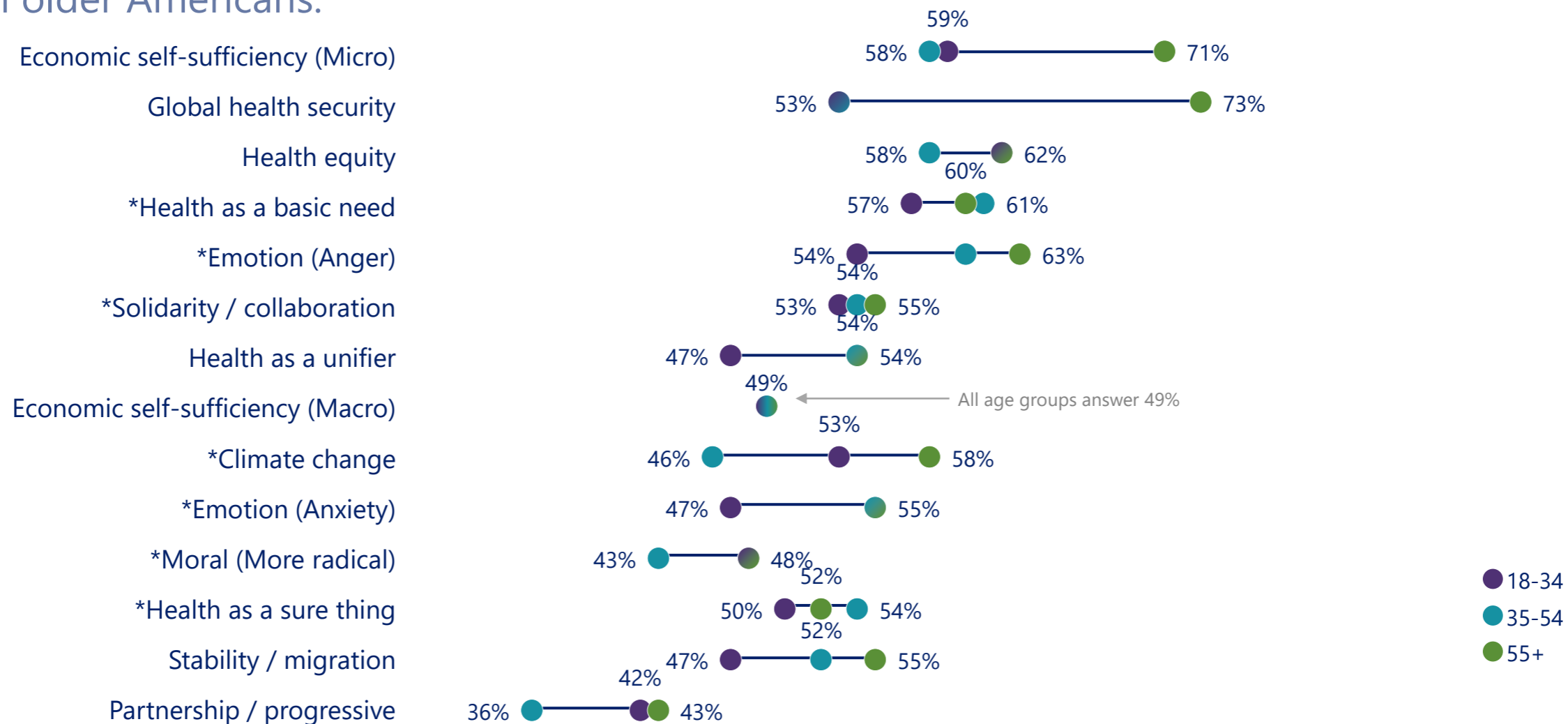


Q. How convincing, or not, do you find this statement in favor of investing in tackling health issues globally? [showing very convincing (8-10)]. Each respondent saw seven messages – c. N=130 opinion leaders and N=520 all (US) saw each message *Asterisk indicates a message that is new and had not been tested before



Message Testing: Age

The economic self-sufficiency (micro) and global health security messages work particularly well with older Americans.



Appendix

We tested a total of 14 messages (1/2)

Developed based on past messaging, focus group learnings, and new messages

Frame	Message
Global health security	Investing in better health internationally is not just about charity, it's about making the world a safer place for everyone. As Covid-19 has shown, a health crisis somewhere can become a health crisis everywhere.
Moral (radical)	Humanity is on trial. Our generation will be judged on whether we are saving lives and improving the lives of people around the world. If we don't act, we will be failing our duty to future generations.
Economic self-sufficiency (macro)	Only countries with healthy populations can lift themselves out of poverty. Healthy adults can contribute to the economy and lead productive working lives. Investing in health is one of the smartest economic decisions we can make.
Economic self-sufficiency (micro)	Good health is vital for people to stand on their own feet. Healthy children can go to school, healthy parents can go to work and support their families. Investing in health is one of the smartest economic decisions we can make.
Health as a unifier	Good health allows us to experience life's moments, both big and small. No one should be deprived of these moments: by tackling health issues globally, we can help ensure no one misses out.
Health as a sure thing	To solve health issues globally, we need to develop innovations and get them to the people who need them. That's a challenge we know how to solve. Many of the solutions we need to save and improve millions of lives are ready now or will be soon.
Health as a basic need	We all need good health, wherever we live, it is a basic human need. By investing to tackle health issues globally, we can help ensure everyone has access to basic healthcare services, and essential medicines and vaccines.

We tested a total of 14 messages (2/2)

Developed based on past messaging, focus group learnings, and new messages

Frame	Message
Solidarity / collaboration	Investing to tackle health issue globally is an act of solidarity, transcending borders and differences. By working together, across countries, we can ensure that everyone has access to the healthcare they need, regardless of geography or circumstance.
Emotion (anger)	It is an outrage that in 2024 millions of people are still dying from health issues we know how to treat. We cannot, and must not, stand by while this happens.
Emotion (anxiety)	At this time of global crises and instability, investing in global health is vital to building a more stable world, offering a pathway towards a safer and more secure future for all.
Climate change	Changing weather patterns are increasing the risk from many infectious diseases. For example, mosquitoes are spreading to new areas and different countries, spreading deadly disease to more people.
Partnership / progressive	Ideas of poorer countries in need of charity are outdated and wrong. Investment to tackle health problems should focus on two-way partnerships between richer countries and developing countries, not providing 'charity' to poorer countries.
Stability / migration	Poor health is a major cause of forced migration in developing countries. Investing in health globally means that people can live healthier and more prosperous lives in their native countries.
Health equity	Everyone in the world deserves the chance to lead a healthy life. By tackling health issues globally, we can provide access to basic medicines and vaccines which protect people from life-threatening and life-changing diseases.

 <http://www.perceptionshub.com>